

California Office of Traffic Safety (OTS) – Quarterly Performance Report (QPR)

GRANT NUMBER

AL10107

GRANT AGENCY

CALIFORNIA HIGHWAY PATROL (CHP)

REPORT PERIOD

October – December 2009 DUE: January 30, 2010

OTS OPERATIONS COORDINATOR AND PHONE #

Julie Schilling (916) 509-3018

GRANT INFORMATION

Grant Title:	AVOID the Three Campaign
Grant Duration:	10/01/2009 – 09/30/2010
Final QPR and Executive Summary:	Yes: ____ No: <u>X</u>
Schedule C Completed/Attached (if applicable):	Yes: <u>X</u> No: ____ (If No, please explain on page 2.)
Report Prepared By (include rank/class):	Gary Greeson (Assoc. Gov. Program Analyst)
E-mail:	ggreeson@chp.ca.gov
Phone:	(916) 843-3394

BUDGET INFORMATION

Quarterly Claim OTS-39 and 39a Submitted?	Yes: ____ No: <u>X</u>
Equipment Valued Over \$5,000/ea Purchased?	Yes: ____ No: ____ Partial: ____ N/A: <u>X</u>
Full Time Personnel Hired?	Yes: ____ No: ____ Partial: ____ N/A: <u>X</u>
	(If No/Partial, please explain on page 2.)
Total Grant Award:	\$ <u>203,889.00</u>
Total Funds Claimed to Date on OTS-39 and 39a:	\$ <u>3,205.77</u> (As of Nov 09 claim)
Total Grant Balance:	\$ <u>200,683.23</u>
Total Program Income Collected (if applicable):	N/A

I certify that this report is accurate and in accordance with OTS policies and procedures.

R. W. MAYNARD

Full Name (typed) – Grant Director

Assistant Chief

Title

Signature – Grant Director

Date

California Office of Traffic Safety – Quarterly Performance Report

QUARTERLY OVERVIEW

10/01/09 – 12/31/09:	Preparation Phase activities were completed on schedule.
01/01/10 – 03/31/10:	
04/01/10 – 06/30/10:	
07/01/10 – 09/30/10:	

PURCHASE OF EQUIPMENT OVER \$5,000

10/01/09 – 12/31/09:	No funding is provided for major equipment.
01/01/10 – 03/31/10:	
04/01/10 – 06/30/10:	
07/01/10 – 09/30/10:	

GRANT GOALS AND OBJECTIVES

Goals

- To reduce the number of persons killed in alcohol-involved collisions within Needles Area's jurisdiction by 25 percent from the calendar year 2007 base-period total of four to three by September 30, 2010.**

Progress: Unknown (Data Unavailable for Reporting Period).

**PERSONS KILLED IN ALCOHOL-INVOLVED COLLISIONS WITHIN
NEEDLES AREA'S JURISDICTION
(Data Set Job A04832.#900833RT & 901072RT¹)**

Period	Baseline	Goal	Actual ²	# (+ or -) Diff. from Baseline	% (+ or -) Diff. from Baseline ³
Oct 2009	0				
Nov 2009	0				
Dec 2009	0				
Jan 2010	0				
Feb 2010	1				
Mar 2010	0				
Apr 2010	0				
May 2010	0				
Jun 2010	3				
Jul 2010	0				
Aug 2010	0				
Sep 2010	0				
Cum. Subtotal Thru Reported Period					
CUM. TOTALS (OCT THRU SEP)	4	3			

¹ Information Services Unit has "shared" the identified data sets with licensed Oracle users so that the data is immediately available to grant coordinators by opening the numbered workbook (data set job) specified at the top of each collision data table.

² "Official" (i.e., finalized) Statewide Integrated Traffic Records System (SWITRS) data is normally available approximately six to ten months after the end of each reported month. SWITRS data in the "Actual" column, whether provisional (incomplete) or official, is reported as it becomes available. Previously reported figures are updated with the most current SWITRS figures available at the time of reporting. As of the drafting of this report, finalized figures were not yet available for any month during the October through December 2009 reporting period.

³ Percentage figures in all tables associated with Goals 1 and 2 are rounded to the nearest tenth of a percentage point and indicate overall project performance through the end of the reporting period compared to the baseline averages through the end of the same period in 2007.

- 2. To reduce the number of persons injured in alcohol-involved collisions within Needles Area's jurisdiction by 11 percent from the calendar year 2007 base-period total of 36 to 32 by September 30, 2010.**

Progress: Unknown (Data Unavailable for Reporting Period).

**PERSONS INJURED IN ALCOHOL-INVOLVED COLLISIONS
WITHIN NEEDLES AREA'S JURISDICTION
(Data Set Job A04832.# 900833RT & 901072RT)**

Period	Baseline	Goal	Actual	# (+ or -) Diff. from Baseline	% (+ or -) Diff. from Baseline
Oct 2009	1				
Nov 2009	2				
Dec 2009	1				
Jan 2010	0				
Feb 2010	2				
Mar 2010	4				
Apr 2010	0				
May 2010	12				
Jun 2010	6				
Jul 2010	3				
Aug 2010	3				
Sep 2010	2				
Cum. Subtotal Thru Reported Period					
CUM. TOTALS (OCT THRU SEP)	36	32			

Objectives

- 1. To provide OTS with the required documentation of local support.⁴**

Progress: Accomplished.

A Needles City Council Resolution of local support was forwarded by Grants Management Unit (GMU) to OTS on December 29, 2009.

⁴ Grants designated by OTS as "for local benefit" require documentation of "consent and acceptance" by representatives of local government. Such documentation normally consists of a Letter of Support or a Resolution by the affected City Council or County Board of Supervisors and will be provided as soon as practical.

2. To develop an operational plan establishing the policies and procedures for grant implementation by October 15, 2009.⁵

Progress: Accomplished.

OPERATIONAL PLAN

Due Date for Development	Date Developed	Date Issued
10/15/09	09/05/09	10/01/09

The operational plan contained a strategic distribution of allocated overtime hours and other budgeted resources. A copy of the operational plan is attached.

3. To issue a kick off news release by October 30, 2009.⁶

Progress: Accomplished.

KICK OFF NEWS RELEASE

Due Date	Date Sent to GMU	Date Forwarded to OMR	Date of OMR Approval	Date Issued
10/30/09	09/20/09	09/29/09	09/30/09	10/01/09

A copy of the kick off news release is attached.

4. To conduct two sobriety/driver license (DL) checkpoint operations by September 30, 2010.

Progress: On Schedule.

SOBRIETY/DL CHECKPOINT OPERATIONS

Date Conducted	Location	Results/Remarks
12/18/09	Needles Hwy. north of Park Rd.	Results are shown in the attached Schedule C.

⁵ The operational plan will contain a strategic distribution of allocated overtime hours and other budgeted resources.

⁶ News releases are prepared by completing and submitting the checklist created by Office of Media Relations (OMR). OMR drafts the release; secures Business, Transportation and Housing Agency (BTH) approval; issues the release, and provides copies to both the requesting command and GMU.

5. To conduct 100 driving under the influence (DUI) patrols by September 30, 2010.

Progress: On Schedule.

**DUI PATROLS
(Through 12/31/09)**

Period	Total Conducted	Results/Remarks
10/01/09 – 12/31/09	14	Results are shown in the attached Schedule C.
01/01/10 – 03/31/10		
04/01/10 – 06/30/10		
07/01/10 – 09/30/10		
Total	14	

First quarter figures do not reflect patrols conducted January 1 through 3, 2009, in support of the Winter Mobilization Period described in Objective 6.

6. To participate in California's "Drunk Driving. Over the Limit, Under Arrest" campaign by conducting a minimum of one sobriety/DL checkpoint and three roving DUI patrol operations during the campaign period of December 18, 2009, through January 3, 2010 (Winter Mobilization Period), and August 20, 2010, through September 6, 2010 (Summer Mobilization Period).

Progress: On Schedule.

**SOBRIETY/DL CHECKPOINT(S) AND ROVING DUI PATROLS
(Through 01/03/10)**

Campaign	Campaign Dates	# Sobriety/DL Checkpoints Conducted (& Location)	Roving DUI Patrols Conducted
Winter	12/18/09 – 01/03/10	1 (Needles Hwy. north of Park Rd.)	20
Summer	08/20/10 – 09/06/10		
Totals:		1	20

7. To report separately operation statistics for the National Highway Traffic Safety Administration (NHTSA) "Drunk Driving. Over the Limit, Under Arrest" National Crackdown for the Winter and Summer Mobilization Periods by Area on the NHTSA Mobilization Datasheet by September 30, 2010.

Progress: On Schedule.

Operational statistics for the Winter Mobilization Period appear on the NHTSA mobilization datasheet accompanying this Quarterly Report.

- 8. To conduct a minimum of nine local traffic safety presentations impacting at least 1,200 people at appropriate local venues by September 30, 2010.**

Progress: On Schedule.

**LOCAL SAFETY PRESENTATIONS COMPLETED AND ESTIMATED
NUMBER OF PEOPLE IMPACTED
(Through 12/31/09)**

Period	Targeted # of Presentations	Total # Completed	Targeted # of People Impacted	Estimated # of People Impacted
10/01/09 – 12/31/09		2		250
01/01/10 – 03/31/10				
04/01/10 – 06/30/10				
07/01/10 – 09/30/10				
Totals:	9	2	1,200	250

- 9. To conduct a minimum of two Designated Driver Programs by September 30, 2010.**

Progress: On Schedule.

**DESIGNATED DRIVER PROGRAMS
(Through 12/31/09)**

Date Conducted	Location	Results/Remarks

Planning for the first Designated Driver Program is progressing on schedule.

- 10. To develop localized printed educational materials encouraging public participation in grant goals and objectives, educational presentations, etc., and distribute the materials at appropriate local venues by September 30, 2010.**

Progress: On Schedule.

Educational materials for distribution at the two planned Designated Driver Programs are being selected and will be ordered in the near future.

11. To produce and distribute paid printed public service announcements (PSAs) directed at DUI by September 30, 2010.

Progress: On Schedule.

The Department's contractor for media services (tmdgroup, Inc.) recommended billboards for dissemination of the selected PSA. A billboard directed at DUI was designed by the contractor and approved by both the Needles Area commander and OTS. The locations have been selected and the billboards are scheduled for installation during the January through March 2010 reporting period. A picture of the billboard is attached.

12. To describe and assess separately the effectiveness of "paid and donated" printed messages by providing:

- a. Number of messages produced.
- b. Subject of each message.
- c. Number of printings for each announcement.
- d. Total size of audience reached.
- e. Total cost or donated value.

Progress: On Schedule.

EFFECTIVENESS OF PRINTED MESSAGES

# of Printed Messages Produced	Subject	# Printings	Size of Audience	Cost or Donated Value
1	Local DUI Enforcement Efforts	_,__	__,__	\$__,__

Per the departmental contract, the media contractor will provide the required data upon the completion of the paid media campaign.

13. To issue a post-project news release publicizing the grant, promoting its benefits, and detailing the most favorable outcomes by September 30, 2010.

Progress: Not applicable for reporting period.

POST-PROJECT NEWS RELEASE

Due Date	Date Sent to GMU	Date Forwarded to OMR	Date of OMR Approval	Date Issued
09/30/10	__/__/__	__/__/__	__/__/__	__/__/__

- 14. To participate, when possible, in local “AVOID” press conferences or media events for NHTSA mobilization campaign periods in cooperation with all other regional “AVOID” grants.**

Progress: On Schedule.

No other “AVOID” grant projects are currently active in this region.

- 15. To use the following standard language in all press, media, and printed materials: “*Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.*”**

Progress: On Schedule.

The required standard language was included in the kick off news release.

- 16. To e-mail to the OTS Public Information Officer at pio@ots.ca.gov (with a copy to the OTS Operations Coordinator), at least 30 days in advance, a short description of any significant grant-related traffic safety event or program so that OTS has enough notice to arrange for attendance and/or participation in the event.**

Progress: On Schedule.

No significant grant-related traffic safety events or programs occurred during this reporting period.

- 17. To submit a draft or rough-cut of all printed or recorded material (brochures, posters, scripts, artwork, trailer graphics, etc.) to the OTS Public Information Officer at pio@ots.ca.gov and to the OTS Operations Coordinator for approval 14 days prior to the production or duplication.**

Progress: On Schedule.

Billboard content was approved by OTS.

- 18. To use on all videos, radio PSAs, television PSAs, etc. “a message from the California Highway Patrol (or just CHP) and the California Office of Traffic Safety.”**

Progress: Not Applicable.

No videos or radio/television PSAs will be produced for this grant project.

OTHER TRAFFIC SAFETY RELATED ACTIVITIES (Not specified in goals and objectives)

10/01/09 – 12/31/09:	<ul style="list-style-type: none"> - The language assessment was completed. Grant materials in other languages are not necessary. - A grant logo was developed for use on grant materials. - Purchase requisitions for identified needs were submitted. - Specific venues for safety presentations were planned. - Statistical data was utilized to identify DUI problem areas.
01/01/10 – 03/31/10:	
04/01/10 – 06/30/10:	
07/01/10 – 09/30/10:	

DOCUMENTATION ITEMS (Attached)

10/01/09 – 12/31/09:	<ul style="list-style-type: none"> - AVOID the Three Operational Plan - Kick off news release - NHTSA Mobilization Datasheet - Picture of billboard - Schedule C
01/01/10 – 03/31/10:	
04/01/10 – 06/30/10:	
07/01/10 – 09/30/10:	